

Gold Coast Region

San Luis Obispo, Santa Barbara, and Ventura Counties



REGIONAL LEAD AGENCIES

California Nutrition Network

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5 a Day-Power Play! Campaign

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SANTA BARBARA COUNTY PUBLIC HEALTH DEPARTMENT*California Nutrition Network Regional Lead Agency*

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Local Share: \$455,887
State Share: \$227,944
Grant Amount: \$102,360
First Funded: FFY 2000

Legislators
 U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Lois Capps
 CA Sen. Tom McClintock
 CA Assemblymember Hannah-Beth Jackson

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-12; Young Adults; Adults
- Ethnicities: Asian (4%); African American (2%); Latino (70%); Native American (2%); Caucasian (22%)
- Language: Spanish, English

Settings

Community Centers; Schools; Recreation Center, Schools, Community-based Organization, Government Program, Public Health Dept.

Partners

100 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; University of California Cooperative Extensions; Local Departments of Social Services; Community-Based Organizations; Government Programs

Description

- This program works to improve the eating and physical activity habits of low-income Santa Barbara residents through the Partners for Fit Youth coalition, which works to address issues of childhood obesity through school interventions.
- The School Nutrition Advisory Council (SNAC) has been working on a pilot project to bring a healthy vending machine to a selected high school. SNAC also works to update policies and to improve the school food environment.
- The program is also working to improve the food vending environment at Public Health and Social Services Departments in SB County.
- The National School Lunch Program is promoted through a revised version of the "Letter to Households." This letter will attempt to meet the approval of the CA Dept. of Education as a legal replacement for the State letter in hopes of increasing participation in school meal program.
- Snack Party Nutrition classes are held in conjunction with the Migrant Education Program.
- Two agencies that received the SPARK training will be observed to ensure the SPARK principles and activities have been implemented appropriately and effectively.

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, VENTURA COUNTY

5 a Day-Power Play! Campaign Regional Lead Agency

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Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Elton Gallegly

CA Sen. Tom McClintock

CA Assemblymember Hannah-
Beth Jackson

Target Audience

- Ages: Grades 4, 5
- Language: Spanish, English

Settings

Schools; Grocery Stores; Farmers' Markets; Restaurants; Community Youth Orgs; Media

Partners

268 partners from: Schools; School Food Service; Local Health Departments; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Community Youth Organizations/Afterschool Programs

Description

University of California Cooperative Extension, Ventura County acts as the Gold Coast Region lead agency for the *California Children's 5 a Day—Power Play! Campaign*. During 2004, the region will reach 9- to 11-year-old children with the *5 a Day* and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/restaurants and the media. The lead agency will recruit participation from a variety of community organizations and adult intermediaries with direct access to 9- to 11-year-old children and their parents; provide materials, training and technical assistance to participating organizations; work with partners to institute community- and organizational-level policy, systems, and environmental changes; conduct media and public relations outreach targeting children, parents, adult intermediaries, opinion leaders, and policymakers; enhance connections among participating organizations; and facilitate a regional *5 a Day—Power Play!* Steering Committee. In addition, the lead agency will coordinate with other CPNS-funded projects in the region, including participating in the regional *Network* collaborative. Through these activities, the lead agency will ensure that the Campaign achieves at least 28,000 impressions with the region's 13,892 low-income 9- to 11-year-old children. The Gold Coast Region includes Ventura, Santa Barbara and San Luis Obispo counties.

VENTURA COUNTY PUBLIC HEALTH DEPARTMENT

LIA - Local Health Department

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Local Share: \$226,764**State Share: \$113,382****Grant Amount: \$37,000****First Funded: FFY 1999****Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Lois Capps

CA Sen. Tom McClintock

CA Assemblymember Hannah-

Beth Jackson

Target Audience

- Ages: Grades 1-12; Young Adults; Adults; Seniors
- Ethnicities: Latino (85%); mixed (15%)
- Language: Spanish, English

Settings

Community Centers; Clinics; Schools; Grocery Stores; Farmers' Markets; Restaurants; Faith Organizations; Community Based Organizations

Partners

6 partners from: Schools; School Food Service; Local Health Departments; California Project LEAN; University of California Cooperative Extensions

Description

This program works to implement and evaluate a culturally specific community intervention that promotes healthy eating and regular physical activity among Ventura County's low-income underserved population. The activities target 400-500 primarily Latino households in Ventura, Santa Paula, and Oxnard. The project has several objectives which are: (1) to implement and evaluate a culturally specific social marketing campaign to promote healthy eating and regular physical activity among low-income residents of Ventura, Oxnard, and Santa Paula, (2) to develop a community education and outreach campaign to promote healthy eating and regular physical activity. This will be accomplished by identifying educational materials appropriate for the target audiences and then distributing them at community outreach events.

Additional outreach and education activities include: (1) interactive displays on nutrition and physical activity topics at 12-16 community events, (2) 25-30 nutrition education workshops on topics of interest to the target audience (i.e., nutrition education series of classes that include cooking demonstrations, market tours, "cutting fat, salt & sugar", label reading), and (3) collaborating with local agencies to encourage good nutrition and physical activity (i.e., community organizations, school districts, supermarkets, worksites, gyms, parks and recreation departments).

The project collaborates with *Latino 5 a Day Campaign*, *California Children's 5 a Day - Power Play! Campaign*, Ventura Unified School District, Fit WIC, and WIC to assure the development of consistent messages. Media strategies and/or products were developed based on formative research to support the campaign messages.

VENTURA UNIFIED SCHOOL DISTRICT*LIA - School/District***Sandy VanHouten, RD, MS**

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Local Share: \$507,699

State Share: \$253,729

First Funded: FFY 2002

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Lois Capps

CA Sen. Tom McClintock

CA Assemblymember Hannah-
Beth Jackson

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-12; Young Adults; Adults
- Ethnicities: Asian (3%); African American (3%); Latino (35%); Caucasian (46%); Mixed (13%)
- Language: Spanish, English

Settings

Schools

Partners

3 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; University of California Cooperative Extensions; Local Departments of Social Services

Description

Ventura Unified School District's Healthy Schools Project incorporates classroom nutrition and physical activity promotion, using school gardens and the cafeteria as the "laboratory" for practical application of the students' newfound nutrition knowledge. Students enjoy cooking in the classroom, Jr. Chef program, and taste testings of fresh fruits and vegetables in the classroom. They then serve these foods, which are now familiar and appealing in the school cafeteria and grown in their own gardens. They learn nutritive values and recipes that include fresh fruits and vegetables. Nutrition Advisory Councils will be added this year, increasing student participation in the meal planning and nutrition education process. Nutrition and physical activity messages are sent via newsletters, mailings, and Back to School presentations and are also available on the website to keep parents and other stakeholders aware of our efforts and mission.

Teachers are supported with trainings and resources to bring nutrition education into their classroom and to learn how to integrate nutrition and physical activity promotion into core curriculum. Teachers and other staff model healthy eating by participating in the salad bar meals.

Collaboration is a key part of this program. The Jr. Chef program occurs in collaboration with the City Parks and Recreation Department where a healthy snack is prepared by the students with an integrated nutrition lesson. YMCA is conducting evaluations of student fitness to help identify areas of need for focused physical activity promotion. Public Health Chronic Disease prevention program, Project LEAN and 5 a Day assist in bringing fresh fruit and vegetable nutrition education and physical activity promotion into the classroom. Collaboration continues with District Health Services and Education services divisions to provide a uniform message to faculty and staff, also creating a healthier workplace for all.